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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Reissue Patent Application of:  
David W. Roth et al.

Application No.: 10/655,549

Confirmation No.: 1609

Filed: September 4, 2003

Group Art Unit: 3688

For: INTERNET ADVERTISING SYSTEM

Examiner: Dagnew, Saba

**REPLY TO NON-FINAL OFFICE ACTION**  
**MAILED MAY 20, 2009**

**VIA FACSIMILE: (571) 273-8300**

Mail Stop **REISSUE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is a reply to the non-final Office Action mailed on May 20, 2009, in the present application. In view of the following remarks and arguments, Applicant respectfully requests withdrawal of the outstanding rejections and allowance of the pending claims.

**Remarks / Arguments begin on page 2**